



WINNERS OF annual Porterville Elks lodge Youth Leadership awards, were announced Monday night from Porterville, Strathmore and Lindsay high schools. In above photo are, from left: Bill Lankford, chairman of the Elks' Youth Activities committee; Jennifer Goux and Doug Giddings, Porterville high school; Patricia

Joan Barker, Lindsay; Harry William Nagata, and Evelyn Deanne Carter, Strathmore; Barry Roger Smith, Lindsay, and Earl Roper, exalted ruler of the Porterville Lodge of Elks. Fifty dollar bonds went to the two top winners, Giddings and Miss Carter; the others received \$25 bonds. Records of the winners will be sent

to Fresno for district competition, with winners there to be judged for state honors. All of the award winners were selected on a basis of outstanding leadership and scholastic ability in their respective schools.
(Hammond Studio photo)

March Of Dimes Dinner Sunday At Springville

SPRINGVILLE, Jan. 17 — Annual March of Dimes dinner will be served by the Springville Lions club in the Springville Memorial auditorium next Sunday, from 12 noon until 8 p.m., with all profit from the dinner to go to the March of Dimes fund drive.

George Meyer, a past president of the Springville Lions club who has been in charge of food for the dinner for 10 years, will again head up the kitchen staff; handling other arrangements are committees named by Ralph Urmy, now the president of the club.

The public is invited to attend the event; dinner charge is \$2.00 for adults and \$1.00 for children, 12 and under.

Donating to the dinner are:

(Continued On Page 8)

RECREATION PARTICIPATION IS WORKED OUT

PORTERVILLE, Jan. 17 — Porterville high school and college district trustees, and Porterville city council members got together in a joint meeting Monday evening to agree upon school district participation in the community recreation program and use of city facilities in the school program.

The school district, which is paying \$1,500 for school use of the Sterling Conley heated swimming pool, will also give \$1,500 to the city recreation program and will be granted use of the municipal swimming pool for groups in excess of 100; use of the city golf course for try-outs, but will purchase season tickets for team players; and use of the municipal baseball field for college games and practice.

CAROLYN MANN COTTON PRINCESS

DINUBA, Jan. 17 — Miss Carolyn Mann, of Dinuba, has been selected as Tulare County Cotton Princess for 1963, the final selection being made last week at a luncheon meeting of the Tulare County Cotton Wives Auxiliary at the Visalia Elks club.

Runner-up was Miss Karen Purcell, of Strathmore. County Cotton Princess for 1962 was Barbara Calkins, of Success Valley.



SPEAKER TONIGHT at annual banquet of the Terra Bella chamber of commerce will be Kenneth M. Smoyer, above, director of the Agricultural Extension service in Los Angeles county. Theme of the banquet will center around citrus; serving will start at 7 p.m.

Citrus Theme For Terra Bella Banquet Tonight

TERRA BELLA, Jan. 17 — A citrus theme will be carried through the seventeenth annual banquet of the Terra Bella chamber of commerce, set for tonight, 7 o'clock, at the Veterans' Memorial building.

Kenneth M. Smoyer, director of the agricultural extension service in Los Angeles county, will be the principal speaker; Stanley Trueblood, manager of the Tulare County Fruit Exchange, will serve as master of ceremonies.

Lutheran Ladies of Terra Bella will serve a dinner that will feature citrus in every course; members of the Terra Bella-Ducor Rose Garden club, will be in charge of decorations; a demonstration, "Golden Nuggets of Nutrition," will be presented by Julia Owen and Priscilla Shires of the Burton 4-H club; invocation and ben-

(Continued On Page 8)

COTTON INDUSTRY TO BE FEATURED AT POPLAR CHAMBER BANQUET; TALK WILL EXPLAIN THE COMMON MARKET

POPLAR, Jan. 17 — Cotton will hold the spotlight at the sixth annual banquet of the Poplar chamber of commerce, January 31, 7 p.m., at the Poplar Methodist church, and H. T. Hutchinson will take over as chamber president, succeeding Howard Tharp, who has headed the chamber for the past four years, with Hutchinson as vice president.

Explanation of the European Common Market will be given by a speaker who will be sent from Houston, Texas, office of Anderson Clayton company.

Arrangement for a speaker is being handled by Leroy Bennett, field man for Anderson Clayton, working out of Bakersfield.

A turkey dinner will be served by women of the Poplar Methodist church, headed by Daisy Hud-

son; master of ceremonies will be Bill Rodgers, co-publisher of The Farm Tribune, and Porterville city councilman.

Mrs. H. H. Hutchinson and Mrs. Arlei Cates will be in charge of decorations, with materials sup-

(Continued On Page 8)

ECONOMIC LOSS WILL BE HEAVY AS FREEZING WEATHER CONTINUES TO SMOTHER COUNTY CITRUS AREAS

PORTERVILLE, Jan. 17 — Economic loss will be heavy as a result of the second blast of cold weather that hit the county citrus belt this week, however no firm figures as to Navel orange or Valencia orange loss has as yet been set.

It seems certain, however, that unpicked Navel oranges have sustained a high percent of damage, in fact some growers are talking in terms of total loss; as for Valencia oranges, protected groves may produce some marketable fruit, however, in unprotected areas, even in "warm" areas, there is little optimism.

Since the second freeze of the winter, Navel oranges have been moved rapidly into by-product channels.



HEADING FOR Denver last Thursday evening was the Vandalia 4-H club livestock judging team to represent the state of California at the National Western Livestock show. Shown boarding a Continental Airlines jet at the Los Angeles International airport are, from right: Buck Bennett, Mike Bennett, Greg Schmid, Richard Marshall and Vic Child, judging team members; and Bob Bennett and Loren Schmid, Vandalia 4-H club leaders.
(Farm Tribune photo)

VANDALIA GETS FOURTH AT DENVER

VANDALIA, Jan. 17 — Vandalia 4-H club livestock judging team, representing the state of California, hit the big time at the National Western Livestock show in Denver last Saturday, and earned a fourth place in competition among 22 state champion teams of the middle west.

Vandalia placed just 18 points back of the winning Oklahoma team. Totals of the four top teams were: Oklahoma, 1568, Kansas, 1567, Wyoming, 1553, and California's Vandalia team, 1550. Trailing were Nebraska, 1523, and Illinois, 1502.

A complete analysis of the Vandalia team and individual standings in the eight livestock classes judged, and the reasons for placings, will be mailed by the Colo-

(Continued On Page 8)

SIERRA RIVIERA DEVELOPMENT

SPRINGVILLE, Jan. 17 — Sierra Riviera association is the tentative name selected for a new, promotional group seeking recreational and business development in the valleys of the Tule river.

A general meeting of all interested persons has been called for next Monday evening, 7:30 p.m., at the Tree House, just below Success dam, when it is planned to set up a permanent organization, elect officers, and discuss various aspects of promotional activities in the area of the Tule river.

Initial, informal meeting was held last Monday evening, with persons attending including: Byron E. Brown, Jerry Weaver, Wes Kutzner, Mr. and Mrs. Ralph C. Lamb, Mr. and Mrs. Ed Olson, Mr. and Mrs. Ralph F. Lamb,

(Continued On Page 8)



REVOLVING GILT project took another turn this week when Dean Neufeld, left, presented a gilt to Gordon Foster, right, as a Porterville Future Farmer project animal; Foster, in turn, will give a gilt out of the first litter to another Future Farmer. Sponsoring the project is the Porterville chapter of the California Young Farmers, with President Donald Vossler in the center. The project was started about 13 years ago by the Young Farmers with a Hampshire gilt from the Moench ranch at Terra Bella; through cooperation of the Young Farmers, agricultural faculty at Porterville high school, and Future Farmers, the revolving project has been maintained through the years. Foster, a freshman at the high school, is the fifth member of his family to belong to the Porterville Future Farmer chapter.
(Farm Tribune photo)

(Continued On Page 8)

Editorial Comment

THE FACTS, JUST THE FACTS

Somewhere along the line farmers seem to have acquired a something less than desirable image with many of the city folks, yet when one looks at the facts, farmers are pretty good people and agriculture is a mighty fine thing to have around — if you want to eat, and if you are interested in jobs and a healthy economy.

Take for instance the facts developed by the Council of California Growers, a group that spent three years asking city folks what they thought of farmers, then summarized those thoughts and sort of set the record straight.

For instance, there seems to be a current idea that the corporation farmer is taking over.

The fact is that although the average California farm has increased in size from 250 acres in 1920 to 371 acres in 1959, the percentage of family-operated farms has not changed — it's still about 97 per cent. Increasing operation costs, decreasing prices for farm products have resulted in larger economic units, just as the same factors have brought expanded business enterprises. But it just ain't true that the corporation farmer is taking over in California.

Then there are those who say agriculture is no longer an important factor in the state's economy. But agriculture brought \$3.2 billion in direct new wealth to the state in 1961; it added \$2.2 billion in manufactured products and in services; the value of processing, transportation, processing, distributing and selling of farm products hit around \$10 billion.

Certainly, these farm dollars are important to the state's economy, and to get a little closer to home, there isn't a business man in Porterville who does not know that prosperity on the farm means dollars in his cash register.

If you think all farmers are subsidized by the government, consider these facts: More than 95 per cent of California's 200 commercial crops receive no subsidy; of the \$3.2 billion gross value of California agriculture in 1961, only 2.2 per cent came from subsidies.

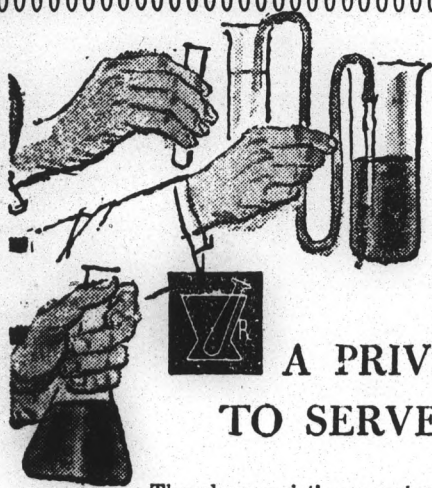
It is sometimes charged that farmers employ Mexican nationals to hold down wages for American farm workers. The fact is that farm wages in California are the highest in the nation, that they are going higher, that Mexican nationals are paid the same wage scale as domestic workers, and farmers are not permitted to hire nationals if domestic workers are available. If you doubt this, check the provisions of Public Law 78.

Then there is the too general idea that farmers are responsible for upping the cost of food. The facts are that the food bill of the average family in 1949 was \$769 annually, and \$1,010 in 1959, but of this increase, farmers receive only \$3.00. Americans today spend 20 per cent of their income for food compared to 26 per cent 12 years ago; farmers received 38 cents of the food dollar in 1961 compared to 41 cents in 1955.

California farmers are responsible for creating thousands of jobs in food processing, handling and selling; in the transportation of raw and processed farm products. And agriculture creates further jobs because of the sale to farmers of such things as equipment, petroleum products, fertilizers, tires, and chemicals.

When you get right down to it, the problems of farmers, of business men; of wage earners, are quite similar. All of us are caught in the cost-price squeeze of our modern economy; farmers and city folks have many problems in common nowadays.

The fact is that California's modern farmers are constantly giving you and me a better buy for our food dollar; the fact is that a lot of us in Porterville would have to go elsewhere to earn a living if it wasn't for farmers.



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SEARS PROGRAM heifer — a registered Guernsey, Bond Edna Tarbell Princess, is being presented to David Teague, sophomore Future Farmer at Porterville high school, by Neil Mason, a senior, who received a Sears heifer two years ago, and who, under the agreement of a revolving program, must give the first heifer

back to the Future Farmer chapter. Boys to participate in the program are selected on a basis of interest, ability to take proper care of a heifer, feed availability, and parent attitude. The Porterville high school FFA chapter has three Sears projects in progress. (Ray Kennedy photo)

Porterville Elks Observance Of Freedom Week Stresses Things That Americans Are Fighting For

PORTERVILLE, Jan. 17—Porterville Elks Lodge is observing Freedom Week, January 14-19, saluting freedom of speech and of the press, Exalted Ruler Earl Roper has announced. Freedom Week is celebrated by Elks lodges throughout the country as part of the positive Americanism program of the Benevolent and Protective Order of Elks.

"We think that in the struggle with communism too much attention has been paid to what we are against and we are in danger of losing sight of what we are fighting for and why we are for it," Exalted Ruler Roper declared. "During Freedom Week, we hope to bring home to the people of our community a fuller realization that freedom of speech and of the press are the basic freedom on which our whole way of life depends."

Special tributes are being paid to newspapers, broadcasting stations, magazines and books and to the men and women engaged in these areas of communication.

Plans for the Freedom Week observance were drafted by a committee headed by J. Claude Nelson.

The Elks leader said that freedom of expression is the essential difference between our way of life and all totalitarian societies, a difference that is pointed up by our right to speak and to publish, to listen and to read, to agree and to disagree.

"This freedom is working every time we read a newspaper or a magazine, listen to the radio, watch a television program, borrow a book at the library or buy one at a bookstore", Roper stated. "It gives our citizens the means to protect their freedom, and it is the reason for the successful working of our political, social and economic institutions."

"This is what we are fighting for in standing against communism's effort to destroy us, and through Freedom Week we hope to strengthen the spirit of American patriotism, here in our community, for ultimate victory over the enemies of freedom."

CALIFORNIA SPEAKS

SAMUEL K. KELSEY, Ferndale — "It's easy to be 106 years old. All you have to do is keep on living."

WILLIAM C. ROGERS, San Francisco — "Instead of standing still, seeking to hold the line on present jobs, keeping workers out of jobs, and limiting work on present jobs, unions should be aggressively encouraging the creation of new jobs and of men prepared to work at more skillful tasks."

AT YOUR PORTERVILLE CITY LIBRARY

HARM'S WAY, by James Bassett, is a long, exciting, authentic-sounding novel about Navy brass in the first year of the Pacific war. The battle action is tense, swift-moving and thundering. The hero, a kind of modern Hornblower, is a career Navy captain (later an admiral), Rockwell Torrey known as The Rock. A subsidiary romantic plot brings in an appealing heroine, a Navy nurse just as salty and as honest as The Rock. The story slows down only in the naval politics and maneuverings ashore in Pearl Harbor; most of the time the action is swift and absorbing, with good crisp dialog and strong drama.

Hammond Innes is at his taut, exciting best in his latest novel, **ATLANTIC FURY**, an adventure story of wild storm and rescue in the Atlantic off the Hebrides. It has some beautiful, evocative writing about the fierce Atlantic weather and the terrible danger of rescuing shipwrecked men in gales and bitter cold. The plot has to do with the evacuation of an Army tracking station on a remote island, and with a case of impersonation and suspected murder. Very good reading.

A real find is **THE GENTLE MARTYRDOM OF BROTHER BERTRAM**, by Nicholas DiMinno. Here is a good-natured, breezy, humorous novel with an original and happily ridiculous plot concerning the marketing of a cheese made by monks in a monastery. The gentle, unsophisticated monks hire a promoter to push their over-bland cheese. With some neat juggling by the author, one of the monks ventures into the great world to sell cheese and the promoter takes his place in the monastery — for a while. The dialog is wonderfully comic.

DON'T GO AWAY MAD, by Joseph Hayes, is an expose-style comic novel about Broadway and its treatment of playwrights. The heroine, a mousy faculty wife who is also a playwright and who blossoms as the story proceeds, copes successfully with a sadistic director, a jealous husband, and a shortage of money for producing her play. The dialog does not maintain its quality all the way through, but when it is good — as it is particularly in two scenes where the heroine loses her temper and her shyness — it's very, very good.

ALFRED HITCHCOCK, Hollywood movie and TV producer — "The television set is now like a toaster. You press a button and the same thing pops up almost every time."

MARTIN LUTHER KING, in San Jose speech — "Segregation is on its death bed. The only question that remains is how costly the South will make the future."

JIMMY JONES, San Francisco — "It used to be that when a killer was caught, his first words were, 'I want to see my lawyer.' Now the cry is 'I want to see my psychiatrist.'"

FRANKLIN CROSBY FISHER, 87, S. F. precision machinist, on why he usually ignores existing theories — "I don't like to make other's mistakes over again. I'd rather make my own."

MRS. JAN RUSSELL, Daly City secretary, on modern dance crazes — "Watching some of the new steps, you wonder whether people even know each other."

The Farm Tribune

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January 17, 1963

Vol. XVI, No. 31

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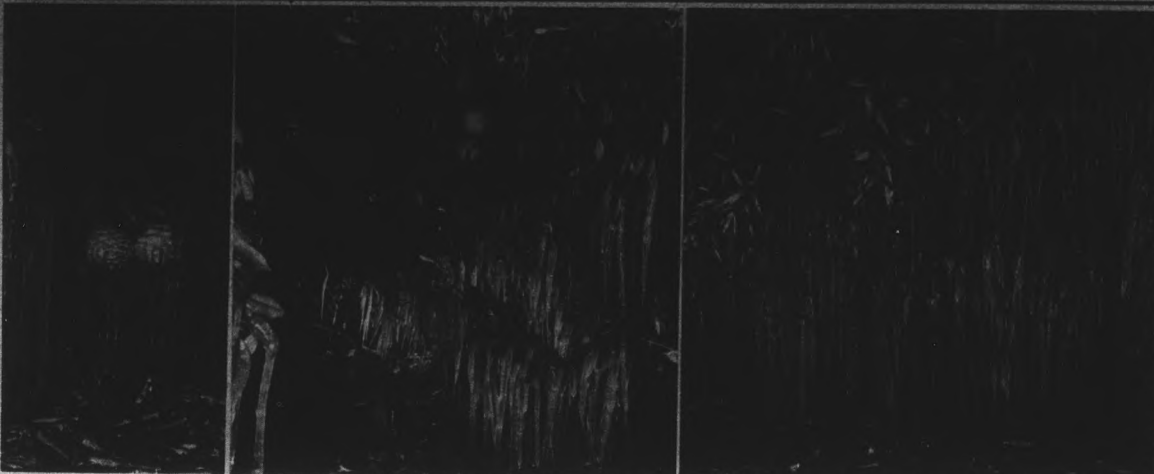
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FROZEN ORANGE juice on the trees (that's a joke, son, and a bad one) but it could be the title of the above pictures, with the

icles formed by sprinklers, used to help raise grove temperatures during the nights of the big freeze. The above photos were taken at

the Orlin Shires orchard just east of Porterville, however, similar scenes were common throughout the area. (Farm Tribune photos)



PAYING HER official visit to the Porterville Emblem club tonight will be Mrs. Pauline McCourtney, of Palmdale, president of the California State Association of Emblem clubs. Other state officers expected to attend include Mrs. Elizabeth Morton, marshal, of Antelope Valley; Ethel McKenzie, corresponding secretary, also of Antelope Valley; and Sue Ely, fourth vice president, of Tulare. Mrs. Pauline White, Porterville Emblem club president, states that guests will be honored at a dinner, to be served at the Elks lodge, at 7 p.m. Elks and their wives are invited to attend. Co-chairmen for the dinner, that will feature a Spanish menu, are Mildred Roberts and Ida Jones.

Our Town

By GARDNER WHEELER

OF LEFT-OVER GOODIES AND LACK OF STATESMEN

THE OTHER NIGHT A bunch of us kindred spirits were sitting about pleasuring ourselves one way and another with random goodies left over from the holiday season, and with polite conversation. The goodies were assorted stale nuts, punched chocolates and a hard boiled egg left over, I guess, from Easter. I gave this to a character whose opinions I hold in fairly low esteem. I suspect he's a Democrat.

WE TOUCHED THE BASES on all the normal conversational topics. You know, the deterioration of the younger generation, who actually are a lot smarter than we were at their age. Education, taxation and even a few dress patterns ran the conversational gamut. After all, this was a mixed group, men and women.

AS INEVITABLY HAPPENS, the conversation got around to politics. This is something we all talk about, but unfortunately do too little about. When members

of the same party get together, they have an intelligent discussion. When members of the two parties get together, they have an argument, because obviously a member of a party other than

your own is opinionated and ill-informed.

FOR THE RECORD THOUGH, we kept our discussion on a fairly high level, because someone introduced the idea of morality and ethics in politics. The amazing thing is that these two items are generally noteworthy by their absence. The question arose, where are the Statesmen which were known in another era; in the early times of our democracy when it was more or less a democracy.

WHERE TODAY, WOULD WE find a Daniel Webster, a John C. Calhoun, an Alexander Hamilton, a Thomas Jefferson or a Theodore Roosevelt? These men represent a variety of views, but they have certain common denominators. They were clear-spoken, sincere and whether we now agree with the views they held or not, they formed their opinions on a belief of right or wrong.

TODAY, THE INNUENDO, the half truth and the slanted news seem to be the style. The more rarified the political sphere the worse it seems to be. At City Council or County Supervisor lev-

els clear thinking and ethics seem to have diminished as the distance from the voter increases.

ON THE NATIONAL LEVEL, everyone has become so concerned with creating an image, that they will hardly tell you the time of day without hedging. The horrid truth of the matter is that many of the gravest decisions concerning our country are decided on political expediency; whom will it offend or what will get me votes? seems to be the basis for leadership. Not what is right, or what is wrong.

IT'S A SAD COMMENTARY on our democracy today, that if a politician stood up and voted "yes" or "no", strictly on the ethical merits of a proposition, he wouldn't be around to vote after the following election. In fact, he might get impeached before then.

IT ALMOST SPOILS MY appetite for left-over goodies.

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JOE WALKER, research pilot of the hypersonic X-15 air-space-plane, who will speak at the Porterville Men's Father-Son banquet the evening of January 28, 6:30 o'clock, at the new Methodist church on Morton street. Walker flew the X-15 to an altitude of 246,700 feet in April of

1962 and reached a speed of over 4,100 miles per hour in June. He is chief test pilot for the National Aeronautics and Space administration at the Flight Research center, Edwards Air Force base, and will represent the Space administration when he appears in Porterville. The church

banquet will be served by the Cherokee Methodist Center circle, with co-chairmen, Mesdames Emery Wall and R. A. Lipcot, and Bataan Memorial Hospital circle, with Mesdames Burgess Spry and James Starks as co-chairmen; Mrs. Max Johns will sing; Buck Shaffer will lead group singing; Mrs. Ray Neufeld will present organ music; Jack Griggs will lead devotions; Don Michaelis will give the invocation and Gary Stanton the benediction. Walker, a member of the Lancaster Methodist church, was secured for the Porterville talk by a friend, Kenneth Stanton, Porterville Methodist Men's program chairman. Cliff Hammer, president of the Methodist men, states that the maximum number of tickets for the banquet — 300 — have been sold.

"Critic's Choice" To Open At Barn January 25

PORTERVILLE, Jan. 17 — The final rehearsals for the Porterville Barn Theater's next production, "Critic's Choice", have begun, according to Play Director Gary Garlund, with the comedy to open January 25.

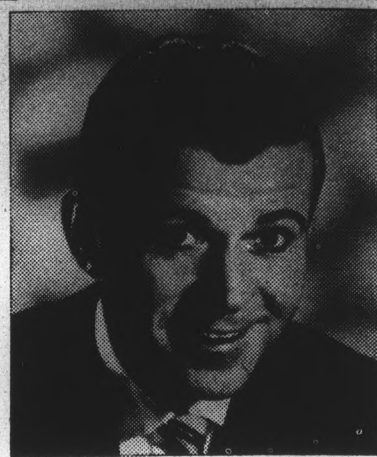
Frankie Sheldon, a Barn veteran of many years, will play the lead in the comedy which starred Henry Fonda on Broadway in 1960. Playing opposite Sheldon is Patty McCarty Bender, who commutes to rehearsals from Ivanhoe.

Other members of the nearly all veteran cast include Larry Cotta, Thelma Legace and Beverly Gorge. Making his debut at the Barn is David Garlund, teenage son of the play's director.

Four members of the cast are former Hossacar award winners. In addition, Garlund won last year's Hossacar for having directed the best play of the season, "The Royal Family". Cotta, who received a special award last season for outstanding set designs and construction, is designing the set for "Critic's Choice".

Following the opening January 25, the comedy will play on the 26th and run for three successive weekends on Friday and Saturday nights.

Total value of California's vegetable, melon and strawberry crops hit a record high of \$503 million in 1962.



DENNIS DAY, star of screen, stage and television, has been named chairman of the 1963 Cancer Crusade in California. The Crusade is set for April, when 120,000 volunteer workers will take the field to raise \$3,230,000 in California to finance research on cancer cure, and preparation and distribution of educational material.

ERIC GREEN TO CONFERENCE

PORTERVILLE, Jan. 17 — Eric Green, of Porterville, recently attended a Fluorescope Microscopy Seminar held in Walnut Creek. Use of a fluorescent light source as a rapid way to observe microscopic material was a highlight of the conference, attended by bio-analyst laboratory directors, laboratory technicians and doctors. Green had his picture on page 1 of the Contra Costa Times in a photo taken at the seminar.

Winter potato harvest is moving slowly in the southern San Joaquin valley and in Riverside county.



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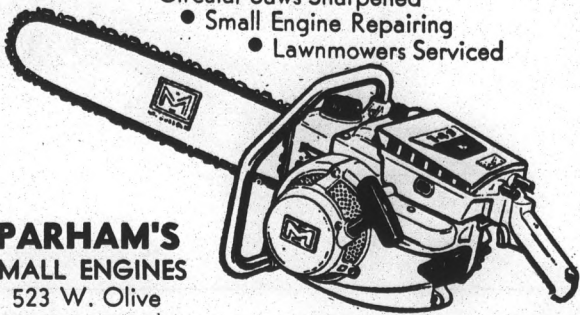
FEDERAL SAVINGS & LOAN INSURANCE CORP.

WE WANT TO SERVE YOU

McCulloch CHAIN SAWS

Sales & Service

- Circular Saws Sharpened
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PARHAM'S
SMALL ENGINES
523 W. Olive



Now you can have LUXURY UNLIMITED

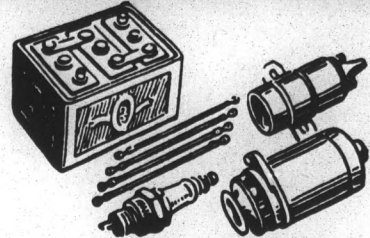
underfoot . . . at prices that will pamper your budget. Miles of textured broadloom in a world of basic and decorator colors.

Expert Installation
Free Estimates

Western FLOOR COVERING CO.

901 W. Olive

Joe Cobb Auto Parts



Complete MACHINE SHOP

A Complete Store with
★AUTO ★TRUCK ★TRACTOR PARTS

SU 4-0524

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FAST — FAIR — FRIENDLY

CHAS. E. McLAUGHLIN

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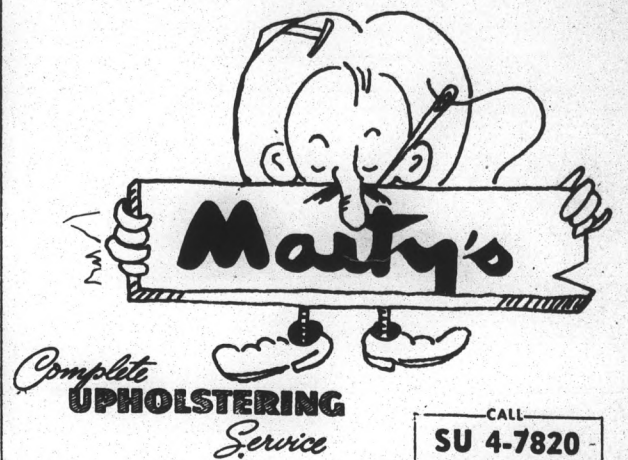
Complete line of . . . FAIRBANKS-MORSE PRODUCTS

All Makes and Models of Pumps Repaired — Wells Cleaned

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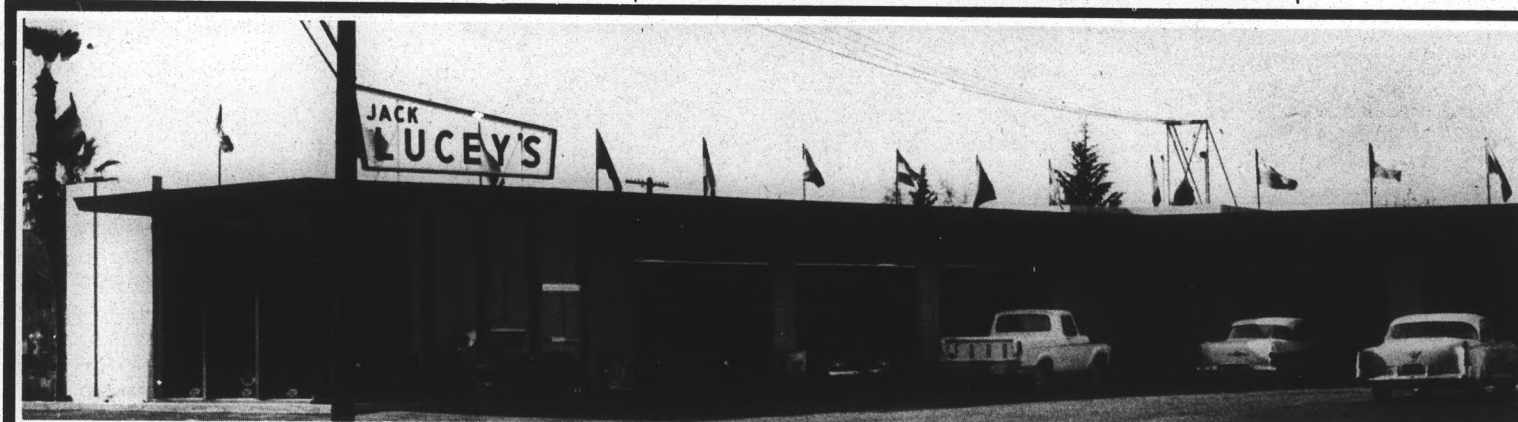


412 So. MAIN PORTERVILLE CALIF.



Complete
UPHOLSTERING
Service

CALL
SU 4-7820



WE'VE MOVED

TO

217 N. D Street

And We're Ready To Serve You

Jack Lucey TIRE SERVICE

D at Oak Street

Porterville

SU 4-6305



COMPLETE LOCKER SERVICE

MEAT CUTTING — PREMIUM
WRAPPED — FREEZING

TOP QUALITY BEEF,
LAMB, PORK, at Bud-
get Prices

FROZEN FOOD LOCKERS
FOR RENT

JONES

Locker Service

1140 W. Olive
SU 4-0493



WE SERVICE ALL MAKES
AND MODELS WASHERS
AND DRYERS . . . KEN-
MORES A SPECIALTY
SINCE 1949 IN THE POR-
TERVILLE AREA.



**MEI'S
AUTOMATIC
APPLIANCE SERVICE**

SELLING THE WHIRLPOOL WASHER AND
DRYERS AND THE FABULOUS PHILCO 7
SHEET WASHER

808 W. Olive

SU 4-4242

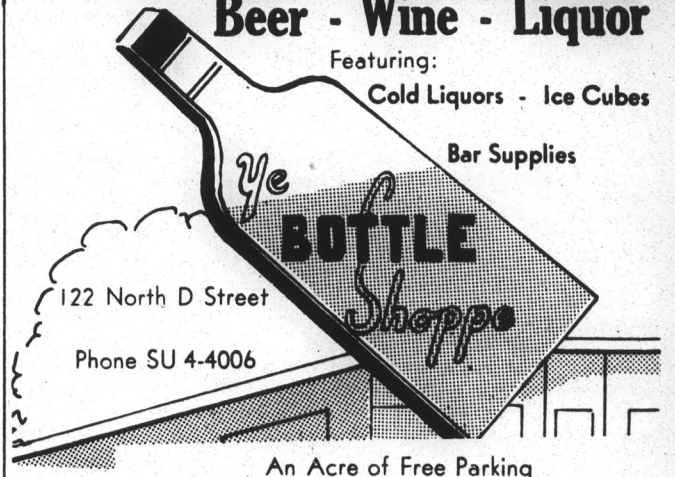
Across from High School

Beer - Wine - Liquor

Featuring:

Cold Liquors - Ice Cubes

Bar Supplies



122 North D Street

Phone SU 4-4006

An Acre of Free Parking

Courtesy

First and Always

We realize that people do
business with people . . .
so we choose people to
work for us who delight
in being friendly and cour-
teous to you! Our driver
considers you his customer
as well as ours. He wants
to help you. He wants to
give you good service,
just as we want to give you good cleaning.



ferguson's

New City Cleaners

Olive at Hockett Pick-Up - Delivery SU 4-1164

the magnificent Magnavox

QUALITY LEADER IN HOME ENTERTAINMENT
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Exclusively at:

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SU 4-0347

216 W. Olive

"Electronics Is Our Business"

"Who We Serve Is A Measure Of How We Serve"



CUSTOM MADE DRAPES

All Work and Materials
Guaranteed

- Free Installation
- Free Estimates

**FERNS
DRAPERY & YARDAGE**

FERN and BILL ROBERTSON — owners

905 W. Olive

SU 4-3483

The Old Days

THIS UNUSUAL picture shows a man who was kicked by a mule—Adolph Zimmerman, at Ducor, back in 1904. With him are Ruth Zimmerman, left, and Eleanor Zimmerman. Story is that after Mr. Zimmerman's jaw had been broken by the mule kick, a doctor was summoned from Delano; this doctor took his time, stopping to hunt doves along the way. When he finally arrived, he set the jaw and gave Mr. Zimmerman a few pills, but infection set in, and Dr. J. L. Hardeman was called from Porterville. Dr. Hardeman had to rebreak Mr. Zimmerman's jaw by putting a book along the side of his face, then hitting the book with his fist; Dr. O. C. Higgins, also of Porterville, assisted. Which goes to show that maybe all of the good old days weren't entirely good old days. (Photo courtesy of Lloyd Zimmerman)

HONORED WITH a 25-year certificate as a state employee was Mrs. Ethel Gray, above, accounting technician in the business services office of the Porterville State hospital. Mrs. Gray, who began her career with the state in 1937 as a typist in the criminal and investigation division in Sacramento, was presented with her 25-year certificate by Dr. James T. Shelton, superintendent and medical director of Porterville State hospital.

SCOTTS

Lawn Care Products
Now is the time to
KILL CRAB GRASS
SEED that will grow
Next Spring.

Use

"HALTS"

**Porterville
Hardware Co.**

"THE HARDWARE PEOPLE"

Over 20,000 Items For

Your Convenience

232 N. Main

SU 4-0165

Income Tax???

See DON REA

Specialist and Consultant

FARM BOOKKEEPING

Free Preliminary Consultation

Across from High School

740 W. Olive

Ph. SU 4-7806

General Hauling

Phone SU 4-1224

MOORE'S TRANSFER

RODGERS L. MOORE

Where Your Patronage
Is Appreciated

810 W. Olive

Porterville

This Week . . .

AROUND THE COUNTY

EXETER — Building permits in 1962, totaling \$232,302, represent a sharp decline compared to

the two previous years.

LINDSAY — Voters in the Lindsay Unified School district will ballot March 12 on approval or disapproval of \$860,000 in bonds, plus state aid, for construction of a new high school plant.

VISALIA — The county's general relief program required 259 food orders in its first two weeks of operation, totaling \$298.63, considerably below the same period a year earlier.

VISALIA — Tulare county issued a record number of construction permits in 1962—1,698 with a value of \$11,702,553.

WOODLAKE — Building permits totaled \$246,743 in 1962, exceeding both 1960 and 1961.

STRATHMORE — Wade Miller was seated as president of the Strathmore chamber of commerce at annual banquet last week, succeeding Delmar Pharis.

VISALIA — Tulare county population has increased 10.1 percent in the last three years, according to the California Taxpayers' association.

VISALIA — J. Malcolm Crawford, of Dinuba, has been reelected chairman of the Tulare county board of supervisors. Crawford has been on the board since 1951; he was first elected chairman in 1961.



From

**Daybell
Nursery**

By John

We asked our bookkeeper what we should advertise this week and she said "Fur Coats". This seems like an excellent idea except that we don't sell fur coats. We could sell you some gopher traps so you could catch your own material, but that's about the best we have to offer.

We have a few tools that will warm you up, such as shovels, rakes, and hula hoes. These last are for cutting weeds or lightly cultivating the flower beds. They are advertised as "hoe with a wiggle" but there is a lot more "wiggle" required of the user than is built in the hoe.

If after warming up with these tools you still have time and strength it would be advisable to clean out the dead shrubs and over-age flowers. You will then be ready for planting your summer color. If you're the neat type these areas can be covered with forest humus until you're ready to plant. They can also be covered deeply with forest humus and left unplanted. This conserves water and your strength at the same time.

Most shrubs and trees require watering thoroughly about every two weeks or whenever the hose thaws out. If it thaws out in a dozen pieces come by and we'll stick it back together or sell you the parts to do it yourself. Open every day except Sunday on "E" Street, Porterville.

DAYBELL'S



A Tuesday Bonus Store

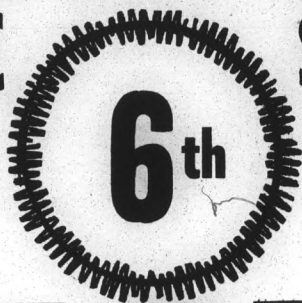
TERRIFIC

DURING

Cassidy's

SALE NOW

GOING ON...



SAVINGS

ANNUAL

Shoe CLEARANCE

WOMEN'S SHOES

By Amano - A Fine Selection of These
Famous Shoes - High and Medium Heels

VALUES TO SALE PRICE **\$12.95**

HIGH & MED. HEELS

By Life Stride - Great Savings on These Up-To-The
Minute Shoes During Our Annual Clearance

VALUES TO SALE PRICE **\$8.95**

WOMEN'S FLATS

Famous Name Brands to Choose From.

Buy These Now at Fantastic Savings!

VALUES TO SALE PRICE **\$4.95**

SMARTAIRE

A Fine Selection of Up-To-The Minute Styles

VALUES TO SALE PRICE **\$7.95**

U.S. KEDS

One Table Asst. Odds and Ends

Values To SALE PRICE **\$2.95**

Terrific Savings on Fine Shoes
Too Numerous to Mention. You
Have To See Them To
Believe Them!

HEYDAYS

Black - Red - Ostrich

VALUES TO SALE PRICE **\$7.95**

WOMEN'S SHOES

by Naturalizer

"The Shoe With the Beautiful Fit"

Many Styles and Colors to Choose From

VALUES TO SALE PRICE **\$9.95**

MEN'S SHOES

Hurry For These! Short

Lines — Broken Sizes!

VALUES TO SALE PRICE **\$7.95**

MEN'S FLORSHEIMS

Discontinued Lines — Broken Sizes

Some Wonderful Buys in this Group — Hurry!

VALUES TO SALE PRICE **\$16.95**

HANDBAGS AT TERRIFIC SAVINGS!

Assorted Colors and Styles
HURRY ON THESE!

ALL SALES FINAL
NO EXCHANGE - NO REFUNDS
DIAL SU 4-0251

Cassidy's Shoes 403 NORTH MAIN PORTERVILLE

MID-WINTER . . .

CLEARANCE SALE

. . . NOW IN PROGRESS

**GIRLS' and LADIES'
FLATS \$2.98**

**LADIES' HEELS
\$2.98 and \$3.98**

**MEN'S and BOYS'
\$4.98 to \$6.98**

**CHILDREN'S
SHOES \$3.98**

FUN TABLE

Handbags, Slippers,
Flats, Heels and
Canvas Shoes **\$1.99**

Economy Shoe Store

123 N. MAIN

SU 4-4052

USE THE Classified

**BUY IT! SELL IT!
TRADE IT!**

NOTICE
Responsibility for an error in any advertisement will be assumed by The Farm Tribune for only one publication of said advertisement.

RATE

First publication \$.05 per word; repeat without charge \$.025 per word. Minimum \$1.00.

WANTED—Scrap Iron and Metal.
GRAY WRECKING CO. New location, old 65 highway and Orange avenue. (Old Plano Packing house.) Phone SU 4-7407. f28tf

MOUNTAIN GROWN APPLES —
1½ miles below Springville. Bring containers. O'Neal Buckhorn Ranch. oct11tf

ELECTROLUX (R)

VACUUM CLEANERS
AUTHORIZED SALES
SERVICE & SUPPLIES

LEE SUNDERLAND - SU 4-4741
Hallford's Grocery - SU 4-5617

MAYTAG SALES & SERVICE—
"We sell the best and repair the rest." B & B Appliance Center, 514 S. Main, SU 4-6484 nov17tf

WANTED TO RENT OR LEASE
—3 bedroom house in country with room for horses. Lindsay 2-2394, 21429 Ave. 245. dec. 27 tlp

SEPTIC TANKS and CESSPOOLS
Cleaned — 24 hour service — guaranteed work. Don Vincent. 784-7973. de13tf

FOR SALE — Australian Shepherd Pups. Call after 6:00. SU 4-8008. ja10t3p

FOR SALE — Roll-on Fairbanks scale; blacksmith vise & blower. Fred Graham, 307 Grand. SU 4-4814. ja10t3p

FOR SALE — Lot 60x150, close in. Westside. SU 4-4510. ja10t6

FOR RENT — 3 bedroom house in country. 18698 Ave. 184, Strathmore. Phone Lindsay 8-7752. L. R. Fannin. ja17-t3p

FOR SALE — M-Tractor on butane, picker, 4-row cultivator and tool bar, Ford 8-N and other small equipment.— Leon Sites, 15990 Ave. 168, Tulare, MU 6-7588. ja17-t2

LEGAL NOTICE

**NOTICE OF ASSESSMENT
PIONEER WATER COMPANY
PRINCIPAL OFFICE**

1119 North Main Street, Porterville, Tulare County, California

NOTICE IS HEREBY GIVEN, that at a meeting of the Board of Directors of the Pioneer Water Company, held January 7, 1963, an assessment of Three (\$3.00) Dollars per share was levied upon all of the shares of stock of the PIONEER WATER COMPANY, payable immediately, at the office at 1119 North Main Street, Porterville, Tulare County, California. Any shares upon which this assessment remains unpaid on Wednesday, February 20, 1963, at 10:00 A.M. will be delinquent, and unless payment be made prior to delinquency, the said shares of stock, or so many of them as may be necessary, will be sold at the office of the Secretary of the PIONEER WATER COMPANY, at 1119 North Main Street, Porterville, Tulare County, California, on Wednesday, March 20, 1963, at 10:00 A.M. of said day, to pay the delinquent assessment, together with the penalty of five per cent of the amount on each share, or be forfeited to the corporation.

PIONEER WATER COMPANY
By: Wanda L. Smith, Secretary
Location of the Office of the
Pioneer Water Company:
1119 North Main Street,
Porterville, California ja10.17

LEGAL NOTICE

NOTICE TO CREDITORS

Superior Court of the State of California
For the County of Tulare
No. 16600

Estate of
LUBINE T. LUCAS, also known as Lubine Lucas, Deceased.

NOTICE IS HEREBY GIVEN to the creditors of the above named decedent that all persons having claims against the said decedent are required to file them, with the necessary vouchers, in the office of the clerk of the above entitled court, or to present them, with the necessary vouchers, to the undersigned at the office of Burford, Hubler & Burford, Attorneys at Law, 520 East Mill Street, Porterville, California, which is the place of business of the undersigned in all matters pertaining to the estate of said decedent, within six months after the first publication of this notice.

Dated January 2, 1963.
WILLIAM LUBKING, Executor of the Will of the above named decedent.
Burford, Hubler & Burford
520 East Mill Street
Porterville, California
SUNset 4-5064
Attorneys for Executor
First publication January 10, 1963. ja10.17.24.31.f7

NOTICE OF TRUSTEE'S SALE

On Friday the 8th day of February, 1963, at the hour of 10:00 o'clock a.m., at the street entrance of the Tulare City Hall, in the City of Tulare, State of California, EDW. F. HALBERT and ROLAND E. MORRIS, as trustees, will sell at public auction, to the highest bidder for cash in lawful money of the United States, all payable at the time of sale, real property situated in the County of Tulare, State of California, and described as follows:

Lot Fifty-three (53) in Tract No. 243, in the County of Tulare, State of California, as per Map recorded in Book 21, Page 99 of Maps in the office of the County Recorder of said County.

The sale will be made without covenant or warranty regarding title, possession, or encumbrances to satisfy the obligation secured by and pursuant to the power of sale conferred in that certain deed of trust executed by TONY T. SIERRA and EDITH L. SIERRA, his wife, as trustors, to ROLAND E. MORRIS and EDW. F. HALBERT, as trustees, for the benefit and security of GUARANTEE SAVINGS AND LOAN ASSOCIATION OF TULARE, a California corporation, the named beneficiary, dated December 16, 1957, and recorded December 31, 1957, in book 2029, page 158, Official Records of Tulare County, California.

Notice of default and election to sell the described real property under the mentioned deed of trust was recorded in book 2368, page 22, Official Records of the mentioned County.

Dated: January 8, 1963.
EDW. F. HALBERT
Trustee
ROLAND E. MORRIS
Trustee

William C. Hahey
Attorney for Trustees
225 North M Street
Tulare, California ja17.24.31

NOTICE TO CREDITORS

Superior Court of the State of California
For the County of Tulare
No. 16585

Estate of
WILLIAM J. COBB, also known as Wm. J. Cobb, William Cobb and Bill Cobb, Deceased.

NOTICE IS HEREBY GIVEN to the creditors of the above named decedent that all persons having claims against the said decedent are required to file them, with the necessary vouchers, in the office of the clerk of the above entitled court, or to present them, with the necessary vouchers, to the undersigned at the office of Burford, Hubler & Burford, Attorneys at Law, 520 East Mill Street, Porterville, California, which is the place of business of the undersigned in all matters pertaining to the estate of said decedent, within six months after the first publication of this notice.

Dated January 9, 1963.
MARY F. COBB, Executrix of the Will of the above named decedent.
Burford, Hubler & Burford
520 East Mill Street
Porterville, California
SUNset 4-5064
Attorneys for Executrix
First publication: January 17, 1963. ja17.24.31.f7.14

NOTICE TO CREDITORS

Superior Court of the State of California
For the County of Tulare
No. 16575

Estate of
L. O. BROUGH, also known as LORILLE OTIS BROUGH and OTIS BROUGH, Deceased.

NOTICE IS HEREBY GIVEN to the creditors of the above named decedent that all persons having claims against the said decedent are required to file them, with the necessary vouchers, in the office of the clerk of the above entitled court, or to present them, with the necessary vouchers, to the undersigned at the office of Burford, Hubler & Burford, Attorneys at Law, 520 East Mill Street, Porterville, California, which is the place of business of the undersigned in all matters pertaining to the estate of said decedent, within six months after the first publication of this notice.

Dated December 20, 1962.
ADAH E. SWISHER, Executrix of the Will of the above named decedent.
Burford, Hubler & Burford
520 East Mill Street
Porterville, California
SUNset 4-5064
Attorneys for Executrix
De20.27.31.10.17

Heart Association Advises Exercise Program For Health

VISALIA, Jan. 17 — The Tulare County Heart association has urged adoption of the following New Year's resolution:

"Resolved, that in 1963, I will get the regular exercise needed to improve my health."

The association recommended what it termed a common-sense approach to exercise, as follows:

"1. Select a form of exercise that is compatible with your age and physical condition.

"2. Choose the exercise you like. If you approach the subject of exercise with a grim and spartan attitude, you're bound to fall by the wayside in a short time. The idea is to fit physical exercise (whether outdoor hiking or home calisthenics) into your daily routine, and then add some weekly activities like bowling, roller-skating, swimming, tennis, golf or other in-season sports.

"3. Once you've worked out a reasonable schedule, try hard to let nothing interfere with it.

"4. Be prudent. If you have

not had much exercise since you left school, don't try to start where you left off. If your age and physical condition warrant a return to strenuous activities, work up to these exertions gradually by daily moderate exercise.

"5. Do more walking and less riding. Unless the distance is too great, walk to work, and walk when you go shopping.

"6. Begin your exercise routine with a walk to your doctor's office for a physical examination; he will tell you if some forms of exercise should be avoided.

"7. Try that most difficult form of exercise, namely, pushing yourself away from the table to avoid obesity.

"8. Finally, help your heart, and help fight heart disease by walking on Heart Sunday February 17 as a Heart Fund Volunteer."

BOX, SOCIAL SCHEDULED BY SPRINGVILLE 4-H

SPRINGVILLE, Jan. 17—A box social, with parents of members invited, has been scheduled by the Springville 4-H club at the Memorial building the evening of February 12.

Plans for this event were made at December meeting of the club, presided over by Mary Choate, club president.

At the December meeting project reports were given by Larry Reeves, poultry; Billy Woods, horses; and Leslie Moore, beef; and Linda Beggs, cooking.

Leah Armer reported on the club's annual Christmas and Caroling party, held December 11.

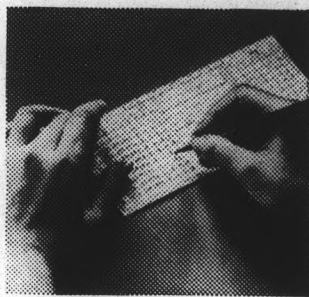
Light supply of artichokes is moving from the central coastal area.



R. C. Board, your Telephone Manager in Porterville

WHAT'S DOING

Ever wonder how the Long Distance Operator takes down information when you place a call with her? She uses a special electrographic pencil to record the needed information on a printed card. With this method the operator can do it faster if you give her the information in this order: (1) Area code and number you're calling; (2) any special instructions; and (3), when she asks, your own number. This way it's possible to start your call right after step (1) and can save time in completing your operator handled calls.



Question: Is a telephone animal, vegetable or mineral? Answer: All three are contained in the materials from which telephones are made.



Porterville, Springville and Terra Bella high school science students have a wealth of interesting new things to learn about. For these future scientists, the Bell System has developed special teaching aids—kits of demonstration equipment, films and text by leading Bell Labs scientists. They bring to life subjects like wave behavior (shown here), magnetism and solar energy, and may be made available to high school science departments through your Porterville telephone business office.

The shortest distance between two friends is a telephone call.

Looks like this girl might be holding a pile of soft TV pillows. Actually, those are foamed-plastic shipping cases for delicate telephone parts. One carton weighs a mere 8 ounces, but it's rigid, moisture-proof, and strong enough to support a man's weight. Inside, it's specially molded so phone parts fit securely to protect them from shipping damage.



Pacific Telephone

Roadside Cleanup Planned By 4-H Club At Ducor

DUCOR, Jan. 17—Cleaning the road side of highway 65 was set as a community project by members of the Ducor 4-H club at the

club's January meeting, with January 26 announced as the project date.

In other business of the meeting attention was called to a county field day at the Exeter high school, February 16; a letter was read thanking club members for their Christmas gifts for patients at Porterville State hospital; and project reports were given by Jimmy Huggins, John Jones, Brook Muller, La Verne Mustin, and Barbara Owen.

Gayle Owen led the flag salute and Richard Owen gave a treasurer's report.

San Diego county is putting a light supply of tomatoes on the market.

HERBERT HOOVER, JR. NAMED TO COMMITTEE

SAN FRANCISCO, Jan. 17 — Herbert Hoover, Jr. has been appointed chairman of the California state chamber of commerce committee on foreign trade, and Former Senator William F. Knowland, vice chairman, by Milton M. Teague, state chamber president.

GEM AND MINERAL SHOW OVER WEEKEND

VISALIA, Jan. 17 — The Tulare Gem and Mineral society presents the Seventh Annual Gem show, Saturday and Sunday, January 19 and 20. The show will be held at the Visalia Municipal auditorium, Visalia; hours on Saturday are 10 a.m. to 10 p.m. and on Sunday 10 a.m. to 6 p.m. Show theme is "Gems of Our Land".

Seeding of winter wheat in the United States during 1962 for 1963 harvest totalled 42 million acres — nine per cent more than the previous year, but nine per cent below average.

VANDALIA

(Continued From Page 1)
radio A & M group that handled the judging contest.

Judging on the Vandalia team were Vic Child, Richard Marshall, Mike Bennett, and Greg Schmid; alternate was Bobby Bennett. The team has been coached over a long period of time by Bill Reece of Porterville.

Accompanying the team on a jet flight to Denver were Club Leaders Bob Bennett and Loren Schmid. The boys earned money to make the trip through sale of Christmas trees during the holidays.

COTTON INDUSTRY

(Continued From Page 1)
plied by the Gene Sharp Trucking company and by the Anderson Clayton company. In charge of seating and serving will be Morris Fruit; in charge of parking will be J. B. Gibson.

Tickets for the dinner can be obtained from members of the Poplar chamber of commerce at \$3.00; a capacity crowd is expected, with ticket sales to be on a "first-come-first-served" basis.

Citrus Theme

(Continued From Page 1)
ediction will be spoken by the Rev. George Steinbeck, of the Zion Lutheran church.

Colorful placements will be provided by Sunkist Growers, Blue Goose and Pure Gold, all citrus marketing organizations.

BOB MATHIAS YMCA SPEAKER

TULARE, Jan. 17 — Bob Mathias, former Tulare resident and an Olympic decathlon champion, will be the speaker at annual banquet of the Tulare County YMCA, January 23, at the Tulare Veterans' Memorial building.

Tickets for the annual meeting of the association can be obtained from Bob Bray, Porterville; Milton Burtner, Terra Bella; and Ronald Bessey, Richgrove. Tomorrow, January 18, is the deadline for ticket sales.

ECONOMIC LOSS

(Continued From Page 1)
surance payments to approximately cover production costs.

Over the past weekend temperatures of from 20-22 degrees were reported in major citrus areas, with duration over a period of six to eight hours. In some areas the thermometer went even lower, with 11 degrees reported in swales along the foothills.

With temperatures in these ranges, and with the sub-freezing weather continuing for such long periods of time, even heaters and wind machines cannot be depended upon to entirely prevent citrus damage.

March Of Dimes

(Continued From Page 1)

Mark and Bruce Borrer, milk and cream; Knutson, dairy, butter; Sunbeam bakery, bread; Folger's company, coffee; French laundry, linen; and women of the Springville community, desserts.

In connection with the dinner will be a rain storm, since Springville Lions claim that rain is an extra bonus that goes with this event. And for the past several years the Lions have come through on their bonus offer.

SIERRA

(Continued From Page 1)

John Lewis, and Bill Mohler. "This is not a chamber of commerce project", Kutzner says, "but rather a commercial venture through which those of us with various types of business interests in the Tule river valleys can pool our resources to develop a strong, promotional program."

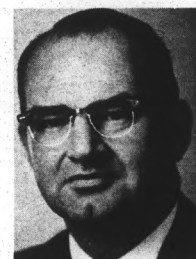
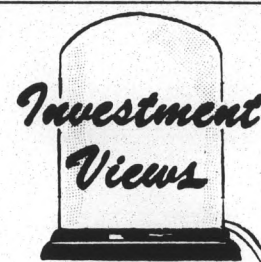
"We are just now in the talking stage, and we welcome ideas and participation. Everyone interested directly or indirectly in the Tule river valleys is invited to attend next Monday evening's meeting."

TUESDAY BONUS

Winner Pot No. 1 is:
Marian L. Locke
709 Union
Porterville, Calif.

Winner Pot No. 2 is:
Gladys Hicks
133 N. Kessing
Porterville, Calif. **\$47.50**

Pot No. 1 **\$200** Pot No. 2 **\$66.50**
NEXT WEEK'S REPRESENTATIVE IS: ESTHER'S HOME FURNISHINGS



FORECASTS OF THE FUTURE

This is the season of the year when investment and financial literature abounds with forecasts of economic conditions for the year ahead. But 1963 is only one small calendar year in the sequence of years that make up "the future" for the long term investor. What is likely to happen this year may be interesting, but it will not be as important for the investor as the economic picture five or ten years hence.

A look at the money spent for research in 1962 — just one facet of our economy that promises continued growth — should encourage any investor. The \$16 billion so spent is nearly eight times the level of 15 years ago . . . and is but a fraction of what may be spent ten years from now.

Industry is preparing for a brilliant economy in the future because it has to. By 1970 the 18 to 21 year age groups will increase 49 per cent. The groups just above and below will increase 40%. No country in the world has a guaranteed built-in increasing market like this . . . no country in the world can offer them the new products which are coming in ever-increasing numbers from research dollars.

Experience teaches that research dollars take an average of seven years to develop in saleable products or methods. Many companies look for a sales return of many times the number of dollars put into research . . . some expect twenty to one.

Truly, the scene is set for the greatest business this country has ever known. Constantly increasing markets, constantly increasing new goods and services, constantly increasing employment, payrolls and savings.

What does all this mean to you? Not a thing, unless you invest in the great economy that abounds in our country. You can forecast your own future by investing today.

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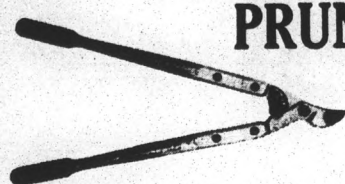
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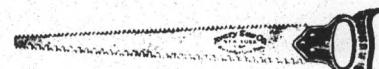
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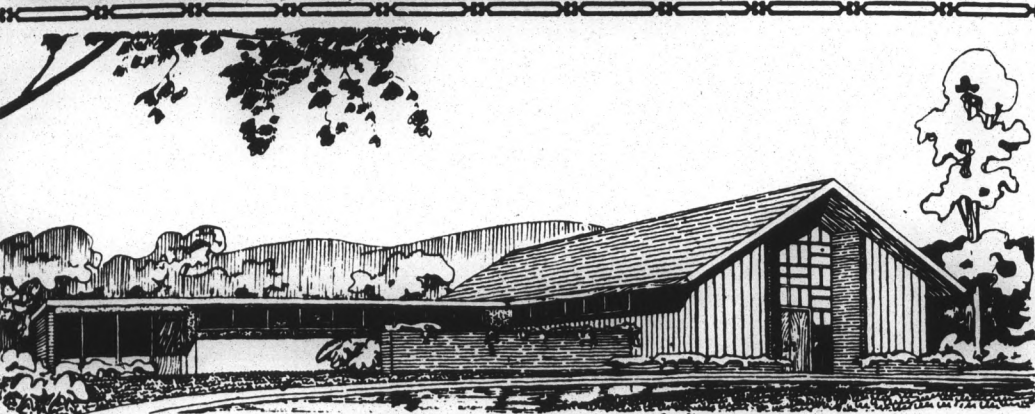
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